

Rev. Librarian

FOR JOB PRINTING
TRY THE MAIL

THE BASSANO MAIL

PHONE 130 P.O. BOX 10
R. A. TRAVIS
INSURANCE OF ALL KINDS
LEADS AND COLLECTIONS

Vol. 7

BASSANO, ALBERTA, THURSDAY, OCTOBER 17, 1918

No. 6

To Men who care to Dress Well!



We now have an excellent range of fall and winter samples to select from

Get that Suit or Overcoat Now

while it is still possible to obtain an all-wool piece of tweed or serge. It will soon be impossible to obtain these

Order To-day!

Right now is the time and right here is the place where you will find the goods you like at the price you can well afford to pay.

Order your Apples Now

We have complete stock of best varieties

McKEE'S STORE, Licensed No. 8-2896
GROCERIES, PROVISIONS & CROCKERY
AND EVERYTHING FOR A MAN TO WEAR.

Chautauqua Festival!

Every lecture on this wonderful circuit is humorous, philosophical and poetical. The Speakers are profoundly impressive, earnest and sincere with an abundance of power. They all give red-hot presentations of conditions and cannot afford to be missed.

The Musical events are classics. Chautauqua Festival engages none but the best and the best are none too good to make an enjoyable evening more enjoyable. Right to your doors are brought to your doors some of the worlds best entertainers. See and enjoy them all.

Many Big Attractions

INCLUDING:

Dr. Y. Minakuchi Noted Japanese Orator
Dr. G. Whitfield Ray Livingstone of Sh. America
Dr. A. D. Carpenter World-famous Astronomer
Ladies Festival Orchestra
The Ionian Serenaders
Cameron Company

Season Ticket - \$1.75

BASSANO

Oct. 31, Nov. 1 & 2

Red Cross Night Huge Success

As a result of the Red Cross Baffle and entertainment the funds of the local branch have been increased by the splendid sum of \$880.00.

While the ultimate success of the raffie was never doubted, at any time the committee who handled the arrangements are extremely gratified at the net result of their endeavors, especially with the success of this entertainment given at the close of the Baffle.

One of the largest crowds ever seen at an entertainment in Bassano filled the theatre to overflowing to witness the draw for the coat and other premiums offered, and they showed by their enthusiasm that they enjoyed to the limit the concert which had been staged for their benefit.

The winner of the coat was F. O. Eagon of FAVOR, who had purchased his raffie ticket in the half just previous to the draw. Mr. Eagon generously donated the coat back to the Society.

A beautiful lace collar donated by Mrs. Brennan was auctioned and realised the sum of \$10.00. R. H. Hunter, being the purchaser.

The ladies and gentlemen who contributed to the programme were as follows:-

Mrs. N. T. Davis, Mrs. H. D. Powers, Mrs. R. A. Travis, A. G. Bond, Rev. T. B. Paton and Oscar Daisher, Jas. Johnston, W. Hampton and W. J. "Jed" Johnson.

The treasurer's statement of receipts and expenses comprises:-

Raffie Tickets sold	\$ 417.00
Concert Tickets sold	180.00
Sale of Collar	10.00
	\$ 607.00

Rent of Hall 25.00
Printing 11.00

\$ 36.00
Balance to Red Cross **\$ 630.00**

\$ 666.00

The Men's Committee in charge of the arrangements desire to thank everyone who in any way contributed to the success of the Baffle, especially those ladies who worked so energetically in selling the tickets and the donors of premiums offered to facilitate same.

The Red Cross Society also desire to thank first Mr. Bunov for his generous donation; the Men's Committee who handled the arrangements so successfully; Mr. Eagon for his generosity in returning his prize for re disposal, and to the public generally who made the success of the whole affair possible.

Spanish "Flu."

In view of the widespread alarm caused by the increase of Spanish Influenza, the following extracts from a recent Bulletin will be of interest.

The term "Spanish Influenza" was applied to it because of the fact that it was first noticed in Spain, this year. This epidemic is believed to be similar to that of 1889, which, starting in Northern Europe, spread rapidly through Germany, France, Spain, and Great Britain, arrived in America during November of that year, and persisted in each place for from one to two months.

PREVENTION

The sources of infection are undoubtedly infections from the nose, throat and lungs of cases or carriers, and the mode of transmission is by direct or indirect conveyance of these secretions by droplet infection, or by means of handkerchiefs, towels, eating utensils, etc.

The discharges from the mouth, throat and nose should be destroyed either by incineration or by burning. Pocket handkerchiefs may be boiled. In supplies

Majorville Farm Lands Realise Over \$70 Per Acre

A Bunch of Majorville has recently disposed of his farm comprising 800 acres, a considerable portion of which has been prepared for next year's crop, at a figure which nets him over \$70.00 per acre.

While this is an exceptionally high figure for South Alberta farm land the wonderful fertility of the Majorville district as a whole justifies the purchaser paying such a price, for not only has this district never yet failed to produce crops in the driest of years, but its average has been consistently above that of any other district in Alberta.

Fred Carpenter Enlists In Benedict's Army

On Wednesday, October 9th the marriage of Fred Carpenter and Margaret Stepp, both of Gem Colony, was solemnized at Calgary.

This little old world is still overflowing, and we were certainly startled out of our blue bored existence when the news filtered through that Fred had deserted his bachelorhood and was gazing at a full-blown bouquet.

However, the shock did not prevent about 60 of the happy-couple's friends gathering at and about their home and welcoming them in real style.

Thanksgiving night and the "Mail" joins in wishing them a long and happy life together.

Chautauqua Error

The Chautauqua Committee wish to correct an error which appeared in last week's issue with regard to the price of Season Tickets. These were advertised at \$1.25 whereas the proper figures should have been \$1.75, and its cheap at the price. A great demand is being made for tickets of which there is a limited number and we would advise our readers to secure theirs without delay.

In connection with the Chautauqua Concerts dances will be given in the Bassano Hall on the first and last nights of the entertainments. Special Music will be secured for these occasions.

ment No. 33 of the Public Health Reports, Washington, D.C., issued September 27 last, the following appeared:

"Crowded offices, and particularly street cars, are potent factors in the spread of the disease. In Berlin the street car conductors showed an exceptionally high incidence. The avoidance of street cars, and of crowds, where possible, is therefore to be urged during an epidemic, although the disease is too mild to make it influential to stop all the activities of a city. To prevent the transportation of the influenza virus to the well, and possible causes of complications to the sick, masks for sick-room attendants are advisable.

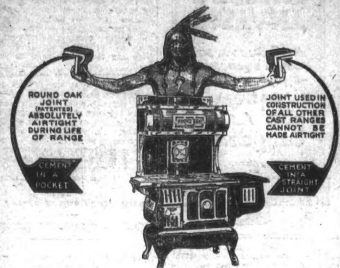
The most dangerous form of human contact in the presence of epidemic influenza is, in all probability, that with coughers and sneezers. Coughing and sneezing, except behind a handkerchief, is as great a sanitary offense as promiscuous spitting, and should be equally condemned.

TREATMENT

Rest in bed, warmth, fresh air, abundant food. Every case with fever should be regarded as serious, and kept in bed at least until subsidence of the fever. Convalescence requires careful management to avoid serious sequelae.

Dr. Scott says there is no cause for alarm in Bassano, and advises the public to simply take ordinary precautions and avoid travelling to the cities as far as possible.

Let us tell you why



This is why you buy But Once when you Select ROUND OAK IRON CHIEF

I discovered that it will burn wood, soft or hard coal, and I can get uniform results with less fuel than any other range I have ever seen.

I am delighted with the fact that it requires no blacking. It is always an ornament to my kitchen. I have discovered that it will render a generation of service.

THIS WILL BE YOUR EXPERIENCE

When you invest in a Round Oak Chief Boiler-Iron Range Ask for the Chief Range Book W. H. Currie

Currie & Milroy, Ltd., Bassano.

THE GEM THEATRE

Fri.-Sat., Marguerite Clark "Bab's Diary."

Monday and Tuesday:

Mary Garden in "Thais"

Wednesday and Thursday:

Wallace Reid in "Rimrock Jones"

Friday & Saturday--ARTCRAFT SPECIAL

Douglas Fairbanks "Reaching for the Moon"

CORSETS!

Just Arrived

Newest Models

in High-Class

Perfect Fitting

Bias Corsets.

Call and See them

Special Athletic

Elastic Corsets.

Brassiers.



Secure Winter Apples NOW

Try the well-known "McIntosh Reds."

All Sound, Good Keeper, Nice Color

JAS. JOHNSTON

The Quality Store.
License No. 8-17198

Financing The War From Our Own Pockets

Canada's Splendid Record
The Success Of The Four
Preceding War Floatations

During the first year of the war Canada was content to secure needed money externally, but as the conflict lengthened and other nations felt the financial pinch the dictates of necessity, as well as self-interest, demanded the flotation of loans at home. The business of raising war loans since then has been of increasing importance. The first domestic war loan, issued in November, 1915, was immediately successful, resulting in bank subscriptions of \$25,000,000 and public subscriptions of \$75,729,500 or a total of \$100,729,500. This is in face of an objective of but \$50,000,000 was most gratifying.

THE SECOND AND THIRD LOANS

By the following summer another domestic loan was needed, and a call for \$100,000,000 brought in \$201,441,800 of which \$50,000,000 was from the banks and \$151,441,800 from the public. In March, 1917, the third Canadian war loan was floated. The call was for \$100,000,000 and \$200,703,000 was realized, of which \$90,000,000 was from the banks and the balance from the public. It will thus be seen that the part played by the public greatly increased in each new loan.

The greatest success was in November, 1917, when the fourth loan was triumphantly floated. The request again was for \$100,000,000 and all from the public, but the subscriptions amounted to \$119,280,000. The interest of the public was demonstrated in remarkable degree, for while there were 21,982 subscribers in the first loan, 31,526 to the second and 40,800 to the third. In the fourth no fewer than 82,057 subscribers were registered, or one in every 9.02 of the population of the Dominion.

ONTARIO SUBSCRIBED ABOUT HALF

Ontario headed the list of the Provinces, as was natural with her large population. Her 265,000 subscribers were responsible for \$294,180,400, compared with \$91,267,200 from 120,334 subscribers in Quebec, \$52,250,073 from 78,830 subscribers in Manitoba; \$21,777,000 from 74,676 subscribers in Saskatchewan, \$14,414,000 from 36,300 subscribers in British Columbia, \$15,688,150 from 37,327 subscribers in Nova Scotia, \$16,615,126 from 56,117 subscribers in Alberta. \$10,468,350 from 26,469 subscribers in New Brunswick and \$2,331,350 from 6,200 subscribers in Prince Edward Island. Manitoba slightly led with a subscription from one in every 7 people in the Province.

FOR SALE—CHEAP

One Sewing Machine and one small Heater, both in good condition. Apply to Mail Office, Bassano.

\$10 REWARD

STRAYED from Coumoun—Bay Horse. 5 years old, weight about 1000 lbs., wearing leather halter and branded AF on left hip.

JAMES SEWMAN,
Comptroller.

The Bassano Mail.

Publishers: The Mail Publishing Co. Ltd.
Managing Editor: - E. G. Allen

Coincident with the launching of the United States Liberty Bond and Canada's Victory Loan Campaigns, comes peace talk galore from the capitals of the Central Powers.

Is it genuine or is it propaganda? Nations, who formerly have been so stiff-necked in their pride, to become suddenly garrulous in familiarity must either have reached the limit of their endurance or else are seeking by false proposals to discourage the war efforts of their enemies.

But, be their proposals sincere or false, it is obvious that right now is the time when we must redouble our efforts, for if their defenses are tottering one further tremendous push may crumble them entirely. On the other hand, if they are seeking to delay the inevitable by peace talk in the hope of causing us to slacken in our work, they must be shorn once again that we at home are just as firm in our judgment to "carry on" as at any time during the course of the war.

Canada's Victory Loan of 1917 has enabled us to hold our own and a little more, the Victory Loan of 1918 must be instrumental in driving the lustful and rapacious barbarians back across the Rhine and on to their knees in supplication.

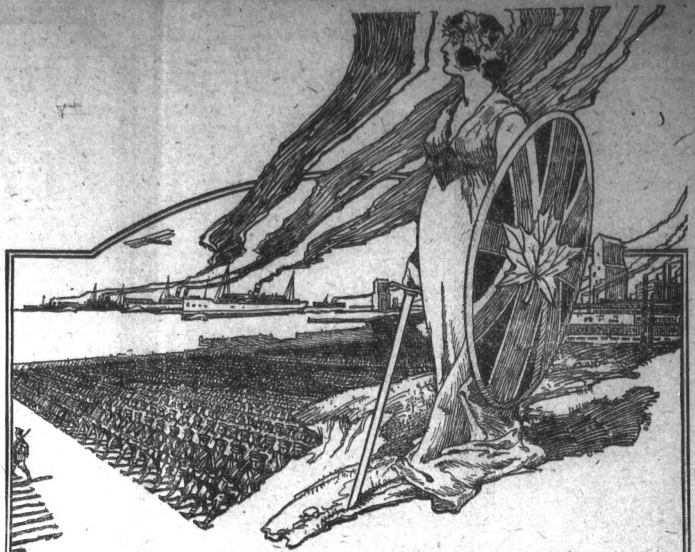
To do this every citizen of Canada must dig down deep into his pockets not to give but to lend to his country that he may have a share, be it ever so small, in ridding the world of the pestilence of Germany.

Patriotism demands this of us, but it is patriotism dictated by commonsense reasoning, for as an investment bearing interest in cash a subscription to the Victory Loan is almost unequaled, but by far the greatest interest which a successful Victory Loan will bear, will be the victory of human lives, the regaining of human happiness, and the cleansing from civilization of the audacious and unwholesome ideals which Germany is striving to propagate.

Crop failure and increased cost of living may limit our subscriptions, but if we do our best we shall not have occasion to feel ashamed of the result.

Canada's record during the last four years must be lived up to or we fail those men of ours who have written the Maple Leaf in letters of blood and fear upon the Kaiser's crack troops, and has graven Canada indelibly upon the page of the world's greatest heroes. We must not, dare not nor will not fail them.

Talk it over with POTTER THE PAINTER about the old "Lizzie." He can paint it up to look like new.



Why Canada must borrow money to carry on

Because Canada has put her hand to the plow and will not turn back:—

—our country is in the war on the side of liberty and justice and will stay in it till complete victory is won and the unspeakable Hun is smashed and beaten to the ground;

—a nation at war must make tremendous expenditures in cash to keep up her armies and supply them with munitions, food and clothing;

—Canada must finance many millions of dollars of export trade in food, munitions and supplies which Britain and our allies must have on credit;

—for these purposes Canada must

borrow hundreds of millions of dollars—

And, this money must be borrowed from the people of Canada:—

Therefore, Canada will presently come to her people for a new Victory Loan to carry on.

+ + +

Canadians will loan the money by again buying Victory Bonds.

The national safety, the national honor and the national well-being require that each and every Canadian shall do his duty by lending to the nation every cent he can spare for this purpose.

**Be ready when the call comes to see your
country through in its great war work**

Issued by Canada's Victory Loan Committee
in co-operation with the Minister of Finance
of the Dominion of Canada

106



Four-Way Tested Range

When you buy a range why not have the Kootenay?—tested four ways for:

Easy Management
Economy of fuel
Durability
Best results.

For Sale by Currie & Milroy Ltd.

McClary's
Kootenay
Range

London St. John, N.D. Toronto Montreal Winnipeg Vancouver
Calgary Hamilton Edmonton Seattle

Eventually

you will consult Powers
the Optometrist about
your Eye Troubles

Why Delay?

Do it NOW and Secure for
yourself comfort and clear vision

Powers Optical & Jewellery Co.

Why do they bring their Cars to US?

Because they, the discriminating owners of automobiles, know that their autos will receive expert attention and will be in first-class running order before it leaves our hands.

W. E. SAMBROOK - Proprietor

Whip The Kaiser with Victory Bonds

DR. A. G. SCOTT
M.B. Toronto; M.C.P.S. Alberta
PHYSICIAN
and **SURGEON**
PHONE - Office - Resident 121

Dr. M. G. Neilman
Dentist
Webster Block, Bassano

BURNS & MAYOR
Barbers, Tailors, Hats, etc.
H. C. BURNS, B. A., L. R.
J. S. MAYOR, M. A., L. R.
HOLBERT McLEAY

OFFICES: 15 Alexander Corner,
BASSANO, ALBERTA

MRS. M. GRAY
FURNITURE and UNDERTAKING
Service Day and Night
Bassano Furniture Store Bldg. Phone 100

Harry Holmes
BUILDER
Estimates given free on all work.

Bassano Lodge
No. 55
A. F. & A. M.
Meet First Tuesday of Each month.
Visiting Brethren always welcome.
E. McCaughy, W. M. John Golden, Sec.

Bassano Municipal Hospital
Graduate Nurses in attendance
for particulars write
A. G. Scott - Superintendent

Dr. B. E. BARLOW
Veterinary Surgeon
and Dentist
Day and Night Calls Promptly
Attended.

The Exchange Stables,
Bassano.
Phones: Office, 24; Residence, 20.

CHURCH OF THE BLESSED VIRGIN
(ANGLO-CLERICAL)
Corner 5th Avenue and 5th Street
Services every week as advertised.
Sunday School 8:00 p.m.
Rev. A. C. SWAINSON, Vicar

Bassano PRESBYTERIAN CHURCH
Services—7:30 p.m.
Sunday School at 10:30 a.m.
Rev. T. S. PATON.

WE ARE LARGER
THAN ALL LOCAL COMPETITORS
Garbatt Business College, CALGARY
Success Business College, REGINA

FAT'S QUICK LUNCH
TURKEY AT ALL HOURS
Fruits, Candy, Ice Cream, Etc.
Greens in Season
MEALS 25c. up
Phone 18
BASSANO, ALBERTA

LOST!
A Pair of Ladies Glasses, in black case
on the trail from Bassano to Hinton.
Finder please return to
O. P. PETERMAN,
Edmonton.

FOR SALE
Improved and Unimproved Farm
Lands where the World's Price Oats are
grown. Forty of Bala, Abundant of
Hay \$15.00 to \$20.00 per acre.
LOWERY & MILLER,
Lloydminster, Alta.

LOST
Team of young Mare, one black and
one grey. Finder return or send word
to John Jones, Kitchissippi Farm,
Beynon, Alta., and suitable reward will
be given.

\$100 REWARD
The above sum will be paid to anyone
furnishing information leading to the
conviction of the person or persons who
stole from Dec. 1-30-20, west of old,
one barrel Mare, size 15 m., branded O F
on left shoulder. Taken about 20th or 25th
of August.
Address—CLAUDE STEPHEN,
405, 18 Ave. N. W.,
Calgary, Alta.

"POTTER THE PAINTER
At your Service."

LOST
Lost about July 25th 1918, N. W. of
Bassano, one Presto Light Gas Tank.
Return to Currie & Milroy. Reward.

STRAYED
One black and white Steer, two-year
old, branded O F F on right rib; One
black and white Heifer, two-year old,
branded O F F on right rib; One black
and white yearling Heifer, branded O F
F on right rib. \$10 Reward cash is
offered for recovery of same. Apply
BOX 248, Bassano or Mail Office.

\$10 REWARD
STRAYED
One black Horse branded X, 1 on right
shoulder weighs about 1100 lbs. Reward
paid for information or recovery of
above by
L. L. FEYERBERGER,
Gen.

\$25 REWARD
STRAYED
One Brown Mare, white star on fore-
head, and white hind foot. One
black Mare with same markings as
above, branded JC and 60 on right
shoulder vented on right jaw. JC Bay
yearling, with two white hind feet and
star on forehead. Reward paid for in-
formation or recovery of above by
GEO. NELSON,
Makopese.

\$20 REWARD
STRAYED, About June 15, 1918, from
11 miles northwest of Hinton: 1 black
saddling, three white feet, white star on
forehead, two-inch scar above white star,
roasted mane! 1 brown saddling,
white hind legs, branded as cm. Above
reward will be paid on any of
these animals found. Information to
PAUL H. WILKINS,
Brooks, Alberta.

FOR PRICES on any inside Painting
Paperhanging or Alabastering, for fall and
winter work, apply to POTTER THE
PAINTER.

FOR SALE
Saddle Horse, about seven years old;
good cattle pony, quiet, and suitable for
hdy. Apply Mrs. E. P. ROBINSON,
P. O. Box 294 Bassano or Aloha Farm
Makopese.

MEN WANTED
BUSHMEN and Millmen wanted.
We pay: Common laborers \$4.00.
Swampers \$4.25 and Sweepers \$4.50 less
\$1.00 for board per day. Good chance
to investigate farming opportunities at
same time. Bring your blankets with
you and come at once. Ready job.
SALMON RIVER SAW MILLS CO. LTD
Dewey, B.C.

FOR SALE
1917 55-4 Overland Car, in splendid
condition, and in every way equal to a
new car, with all accessories and tires in
first class shape; new spare tire which
has never been used. A Soap for quick
sale—Cash or terms to suitable pur-
chasers. Apply Mail Office.

FOR SALE
10-20 Tison Engine and P. & O. three
bottom plow, only plowed 300 acres.
For sale cheap.
Address BOX 265,
Bassano.

THE MAIL, BASSANO, ALBERTA

The Lloyd George Type

The one thing we all admire in Lloyd
George is that we know where to find
him. He sits definitely. He is in the
western world. He sits on the line of
splendid boys are doing despite the
25,000 casualties since August 6th.

Are you doing your part as well?
Have you taken your stand on the divide
question? Have you definitely decided
that out of your good returns this year,
you will lay by much and send an amount
for a Victory savings account?

If you have done nothing in the
matter, you are not of this Lloyd-George
type. You have heard the call to bring
your dollars into the service of the
country when she calls. And having
heard, you have not acted. Make the
decision now. Start the fund at
once!

Government
of the Province
of Alberta.

Department of Municipal Affairs
FEB. 10/1919.

Notice of Court for Confirmation
of Returns of Unpaid Taxes.

Notice is hereby given that the Judge
of the District Court has appointed Wed-
nesday the 4th day of December 1918 at
10 o'clock a.m. for the holding of a
Court at the Court House in the City of
Calgary for confirmation of the Returns
of Unpaid Taxes made under the pro-
visions of Section 16 of the Improve-
ment District Act, covering the following
Improvement Districts, viz:—
Numbers—160, 161, 192, 211, 212,
213, 218, 222, 246, 247, 251, 252,
282.

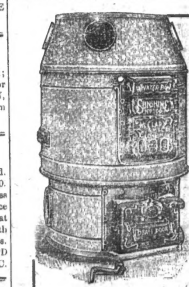
Also for the confirmation of the Re-
turns of Unpaid Taxes made under the
provisions of Section 11 of the Educa-
tional Tax Act, covering the following
Territorial Units, viz:—
Numbers—160, 161, 192, 211, 212,
213, 218, 222, 246, 247, 251, 252,
282.

Also for the confirmation of the Re-
turns of Unpaid Taxes made under the
provisions of Section 19 of the School
Assessment Ordinance by the Secretary-
Treasurer of the following School Dis-
trict, viz:—
Numbers—471, 1454, 1605, 1680,
1800, 1780, 1822, 1947, 2365,
2381, 2392, 2732, 2734, 2811,
2831, 2868, 2869, 2868, 2900,
3100, 3102, 3221, 3583, as shown
on official map prepared by the
Department of Municipal Affairs.

Also for the confirmation of the Re-
turns of Unpaid Taxes made under the
provisions of Section 30 of the Wild
Lands Tax Act, covering the following
Territorial Units, viz:—
Numbers—160, 161, 192, 211, 212,
213, 218, 222, 246, 247, 251, 252,
282.

Dated at Edmonton 28th August 1918.
J. H. LAMB,
Acting Deputy Minister,
Department of Municipal Affairs.

Save for Victory
Buy Victory Bonds



For Sale by Currie & Milroy, Ltd.

McClary's
Sunshine
Furnace

London, St. John, N.D. Toronto, Calgary Montreal, Hamilton Winnipeg, Edmonton Saskatoon, Vancouver

Fair Food Prices

How will the fair price food project
work? In essence it is briefly told.
Each municipal area having appointed
its committee, will take evidence ex-
actly as it is a public inquiry. From this it will
learn the average price at which
merchants buy. Taking all local factors
into consideration, the committee will
then decide on a fair price which the
consumer should pay. This must give
the retailer a reasonable profit. The
findings do not conform to the action of
the majority of consumers in the district
they have the means either of writing
the committee's decision, or of having it
immediately revised in the light of local
knowledge. It is not the essence of
locality government, carried out a step
farther than has ever yet been done in
Canada?

Consumers will be made acquainted
with fair prices by means of statements,
usually in table form, published in the
local newspapers.

If you can't fight your
Victory Bonds

Government
of the Province
of Alberta

Department of Municipal Affairs

Notice of Court for Confirmation
of Returns of Unpaid Taxes.

Notice is hereby given that the Judge
of the District Court has appointed
Thursday the 19th day of December 1918
at 10 o'clock a.m. for the holding of a
Court at the Court House in the Town of
Bassano for confirmation of the Returns
of Unpaid Taxes made under the pro-
visions of Section 16 of the Improvement
District Act, covering the following Im-
provement Districts, viz:—
Numbers—124, 151, 155, 156, 184,
185, 186, 216, 217, 218, 246, 247.

Also for the confirmation of the Re-
turns of Unpaid Taxes made under the
provisions of Section 11 of the Educa-
tional Tax Act, covering the following
Territorial Units, viz:—
Numbers—124, 151, 155, 156, 184,
185, 186, 216, 217, 218, 246, 247.

Also for the confirmation of the Re-
turns of Unpaid Taxes made under the
provisions of Section 19 of the School
Assessment Ordinance by the Secretary-
Treasurer of the following School Dis-
tricts, viz:—
Numbers—2123, 2187, 2630, 3032,
3209, 3417, as shown on official
map prepared by the Depart-
ment of Municipal Affairs.

Also for the confirmation of the Re-
turns of Unpaid Taxes made under the
provisions of Section 30 of the Wild
Lands Tax Act, covering the following
Territorial Units, viz:—
Numbers—124, 151, 155, 156, 184,
185, 186, 216, 217, 218, 246, 247.

Dated at EDMONTON, 28th August
1918.
J. H. LAMB,
Acting Deputy Minister,
Department of Municipal Affairs.

See POTTER THE PAINTER about
that room you are going to fix up.

Buy an Irrigated Farm

From the Canadian Pacific Railway.

Irrigation makes the farmer
independent of rainfall, and
insures good crops, not oc-
casionally, but EVERY YEAR.
Irrigation makes possible the
successful culture of alfalfa,
the king of alfalfa, which in-
sures good returns in dairying
and mixed farming.
Irrigation means intensive farm-
ing and close settlement, with
all the advantages of a densely
populated agricultural community.
Irrigation in the Canadian Pacific
Railway Irrigation Block is no
longer an experiment, the years
that it has been tried having
absolutely demonstrated its success
wherever intelligently applied.

BECAUSE—
the Canadian Pacific Railway at
prices up to \$50 PER ACRE, with
twenty years to pay and the priv-
ilege of a loan of \$2,000 for im-
provements (6% interest); no
principal after first payment until
end of fourth year, reduced
interest if settlement conditions
are complied with, and no water
rental for first year.
Contract can be paid off before
maturity if desired.

This is the most liberal offer of irrigated farm land on record.

For full particulars, apply to
Allan Cameron, General Sup't. of Lands
Canadian Pacific Railway, Department of Natural Resources
926 First Street East, Calgary, Alberta.

Ogilvie's Gov't Standard Flour

For Sale by
McKee, The Grocer - Bassano

We Pay
One Half

The purchase price of this famous
1881 Rogers Al Plate
We give coupons with every 25c. pur-
chase of all the high grade guaran-
teed products made by the United
Drug Company. We are willing to lose
money on the purchase of these goods, which you ac-
quainted with these goods, which are stand-
ard in their line.

"Retail Remedies"
Liggett's Candles, Perfumes, Toilet Articles,
Brushes, Stationery, Rubber Goods, and
hundreds of other items, household propaga-
nda, etc. You cannot afford not to se-
cure this popular silverware, when you can
get it on our half bought plan. As an ex-
ample, this teaspoon that sells for 25c. you
can get for 10c. with coupons.

STILES. The Druggist

Atlas Lumber Co'y

Galt Coal

Buy your winter's supply now
while it can be got. We were
fortunate to get deliveries, but
can't guarantee for the future.
REMEMBER the demand is far
greater than the supply, so
The Time to Buy is NOW!

12in. Dry Firewood

The ideal summer fuel. Easy
to split; just the kind for
summer use and kindling.

Atlas Lumber Co., Ltd.
C. F. DOOLEY, Local Manager.

Crown Lumber Co.

LIMITED.

We are still here and ready to supply you with

The Very Best of Everything in Building
... Materials ...

Lumber (finest sanded finish),
Lath, Brick Cement, Plaster,
Full line of Doors and Windows
Poles and Posts.

*In fact, ask for anything you want
in this line, for we will have it!*

Crown Lumber Co., Ltd.

JOS. WRIGHT,

Box 26

Nine years local Manager.

Phone 31

A Good Motto

*When your Car needs Repairing
or Overhauling bring it to US.*

Your repairs will be attended to on the spot, and we guarantee satisfaction.

We SPECIALISE on Repair Work,
and we handle all makes of cars.

*We have a Service Car ready at all times to
assist you in case of Breakdown on the Road!*

A FULL LINE OF ACCESSORIES IN STOCK

THE GENERAL GARAGE - F. H. Berry, Manager

UNION BANK OF CANADA

Bank by Mail and
Save Long Drives

Mail us the cheques or cash
you receive, with your Pass-
book, which we will return

with the Deposit credited. Then you can pay your bills by cheques,
which we will honor, or if you want the cash yourself, send us a
cheque in your own favor and we will forward the money by return
mail.

Drop in and talk to the Manager about it.

BASSANO BRANCH - G. W. BOYD, Manager
Cluny Branch, F. B. Stephens, Manager

Home Dressed Meats

IT'S A PLEASURE
TO SERVE

such sweet, tender juicy beef as is
to be had at this market. But it's
more pleasure to taste it. Try a
roast for Sunday dinner if you
would know what good eating is.
It will cost you nothing to try it.
Our prices are no higher than
others charge for just ordinary
meat.



Phone Orders Promptly attended to
E. EVANS & SON

E. G. Holley, Mgr.

Phone 22

Local and Personal.

Born—To Mr. and Mrs. Jas.
O'Neill on Sunday last, a son.

Pence may be bought at the price
of a Victory Bond.

Married. On October 8th, at
Calgary, Mr. Johnson and Maud
Lovan, both of Glen Colony.

Mr. and Mrs. R. P. Finlay
spent the holiday week-end in Cal-
gary.

Miss Alice Holton has recently
enrolled in the Girl's Business
College at Calgary.

Twin children (boy and girl)
were born to Mr. and Mrs. Geo.
Tateon of Lathoun on Friday last,
October 11th.

Fuzz Malloy has perfected a de-
vice for firing off Spanish Fly.
It is worn on the upper lip just
under the nostrils.

Lord, that Canada may help to
slatter the last line of Hunnion.

Mrs. Morlock is now showing the
latest styles in Fall and Winter
Millinery at her residence on 3rd
ave.

Everyone who needs horses or
cattle should make a point of at-
tending the Sale at Talkington's
Stables, Sat. Oct. 26th.

The farmers of Majorville, Milo
and Queensdown are, we under-
stand, to give an entertainment and
dance in aid of the Red Shield
(Salvation Army) Fund shortly.

The Oddfellows are giving a Card
Party and Dance at the Masonic
Hall on Thursday October 24th.
These parties were very successful
last spring, and will be a welcome
feature in the social life of the town
this winter.

Your Victory Bond may be the
last straw to break the yoke of
Prussianism.

A Harvest Thanksgiving Service
will be held at the Anglican Church
on Sunday next at 7.30 p.m.
Gifts of flowers, fruit and vegetables
for decorating the church will be
thankfully received at the Rectory
on Saturday morning.

Ladies! Don't forget that our
boys "over there" depend upon
your efforts to keep them supplied
with the necessities which only the
Red Cross Society forward. The
next meeting is on Thursday after-
noon at the Hunter Hotel. You
ought to be there.

Don't forget the big sale of horses
and cattle at Talkington's Stables,
on Saturday Oct. 26th. There will
be something for you there.

Amongst other attractions which
the Bank of Commerce possesses,
the beautiful display of flowers,
which, under Mr. Rathbone's care,
have flourished so luxuriantly this
year, takes second place only to the
fascinating hipasta decorations of
the accountant.

Welster Bros. Ltd. are signalling
their new venture at Glencliff
by an extensive advertising cam-
paign which they have extended to
the Bassano Branch. Their huge
two-page ad in this week's issue is
only a forerunner of what is to
come. Read it for yourself: You
will be interested.

Canada's effort, which is proving
a mighty factor in the winning of
the war, can be strengthened by
your purchase of Victory Bonds.

The Board of Health officials
held a somewhat belated tour of
inspection last week and found
many matters awaiting their urgent
attention. In fact some of them
had been waiting for over a year.
We trust the Board's action will be
considerably more prompt and
effective in the future.

DR. A. T. SPANKIE
M.D., C.M.

Eye, Nose, Ear & Throat Specialist

OFFICE:
Suite 121-122, New P. Burns Building,
Corner 8th Ave. and 2nd St., East
CALGARY.

Phone: Office M2345, Home M2077
Internals & House Surg'n Main Street
Eye, Ear, Nose & Throat Hospital
New York City, 1911-1914.
Specialist to Calgary School Board

Use an Everready "DAYLO"

Where a strong, steady illumination is
needed which is instantly available and that
cannot ignite inflammable or explosive
materials.

We have all sizes from vest pocket and
pen flashlights to Portable Searchlights.

FOR THE MOTORIST: The Trouble Lamp
will find the trouble. No motorist kit complete without one.

Prices, with battery - From \$1.25 to \$3.75

You Will Get Them at The Bassano Hardware



STYLE HEADQUARTERS
where Society Brand Clothes are sold

**Wear Clothes
That Do
You Credit**

Society Brand Clothes

STRANGERS must rate you by
your dress and general appear-
ance—they cannot know who you are or what
your ability is. So be particular to wear the clothes
that will do you the most credit—Society Brand.

If they cost a little more—what of it? They
will more than repay the difference in wear and
style because there is nothing better in fabric, fit
and workmanship. What you gain through
appearing able and alert in the eyes of others is
extra value that the price does not cover.

Society Brand Clothes

are being worn by the men who are making America indus-
trially great. Be one of them. Come in and begin now.

The label identifies every Society Brand garment—and
pledges the maker to satisfy you as long as you wear the clothes.

JACK TORGAN

BASSANO

"Style Headquarters"—Where Society Brand Clothes Are Sold

SALE STARTS SATURDAY, OCTOBER 19th.

DOORS OPEN AT 9.30 A.M.

GIGANTIC \$50000 CLOSE OUT SALE

15 DAYS OF WONDERFUL SELLING
SALE STARTS SATURDAY OCTOBER 19

Out they go



A Price Cutting Event Without An Equal

Buy your winter's supply now when your \$1 will do the work of \$2 or \$3, or even \$4. Dry Goods, Groceries, Ladies' and Children's Wear, Boots and Shoes, and Men's Furnishings all on the altar of sacrifice.

Webster Bros., having closed up there Lomond and Jenner stores, have amalgamated these stocks and placed them in the hands of the Canadian Selling Service Co., for quick disposal.

GENUINE MERCHANTISE UPHEAVAL

that's all you can call it. Combining the Jenner and Lomond stocks with the present stock here, make it possible to offer the people of Bassano and District, the greatest buying opportunity ever witnessed in this district.

Never has there been such a complete display of high class merchandise at such SWEEPING REDUCTIONS. Hundreds of articles will go at less than half price, while practically the entire stock will be marked at less than today's wholesale price.

Canada Food Control License, No. 9-20985

Groceries

We've never offered more sweeping reductions. Space will not permit us to mention all the items, but the savings on every item will astonish you.

Gallon Apples	52c
Pears, 2 1/2 lb. can. 2 for	45c
Tomatoes 3 for	68c
Corn, 3 for	73c
Peas, 3 for	63c
Lowney's Cocoa, 1 1/2 lb. 2 for	25c
Lowney's Cocoa, 1 1/2 lb. 2 for	45c
Coffee, No. 1 Santos, 3 lbs for	\$1.15
Black Tea, best Ceylon	49c
Green Tea, "Seal of Japan"	45c
Prunes, 5 lb. box	99c
Raisins, 5 lb. box, seeded or Muscatels	83c
Macaroni, 1 lb. box 2 for	24c
Baking Powder	21c
White Swan Laundry Soap, 6 for	25c
Gold Soap, 3 for	22c
Roller Oats, 1 lb. box	26c
Roller Oats, 8 lbs	74c
Apples, No. 1 McIntosh Red, per box	\$3.29

The Truth is Mighty

These Stocks must be sold in 15 days, to make room for our regular Fall shipments.

On account of our limited space we are unable to handle such a huge stock permanently.

COST or LOSS has no consideration just now, the quick disposal of merchandise is all that counts. It will pay you big to visit this big sale early.

Nothing Reserved

Each day will witness a fresh display of merchandise (brought from reserve) at prices that almost stagger belief.

Without a Doubt The Greatest Bargain Event Ever Witnessed in South Alberta

Corduroy Pants Men's Corduroy Pants with the double cuffs and belt loops, in the light and dark colors. Regular \$5.50 for \$3.95 HEY, MEN! Men's heavy grey Work Sox, regular 35c, cut to 4 pair for 95c Heavy wool grey Hose that sold regularly for 50c, cut to 3 pair for \$1.00 Heavy pure wool Hose in grey and khaki, Reg. 65c, cut to 45c Men's Black Cashmere Hose, regular 90c value. Farewell price, per pair \$55c Men's extra heavy Winter Hose, in grey and white. Regular 90c, now going at \$55c	ENGLISH PRINTS All these fine old English Prints, that are impossible to procure today, in a beautiful assortment of patterns. Regular 30c and 35c. Light colors 22c Dark colors 24c Thread Special during the sale 4 for 25c Mackinaw Coats Men's all wool black Mackinaw Coats with high collar, made in the military style. Regular \$10.00, cut to \$6.95 MEN'S 2 PIECE UNDERWEAR Men's fleec-lined garments, regular \$1.25, cut to 69c Men's heavy all wool ribbed Underwear, Stanfield's Red Label. Regular \$2.50, cut to \$1.85 Men's wool ribbed Shirts and Drawers, Pen Angle. Reg. \$2.00, cut to \$1.29 Caps Men's and Boys' Fall and Winter Caps, a wide range of patterns and materials. Values up to \$1.50 for \$95c Values up to \$2.50, for \$1.45	Boys' Overalls Boys' khaki Combination Overalls, made of extra heavy twill denim. These sold regularly for \$3.75. Now going at \$2.39 Jap Silk Oriental Silks, in navy, black, brown, pale blue, Copen, dark red, scarlet and white. Regular 75c quality, cut to 59c Dress Lengths Silk dress lengths, 6-yard ends, in poplins, Messalines, and figured Shantung. Regular \$1.75, cut to 98c SCOTCH GINGHAMS A few pieces of the old Gingham in fine checks and stripes, all in good patterns. Regular 30c value, to go at 22c Anderson's Scotch Gingham that sold for 35c regularly, in a beautiful assortment of patterns. Farewell price 24c LONGCLOTH English fine bleached Longcloth, 4 1/2 yard wide. Regular 45c for 33c Oxford Shirting A beautiful quality of imported Oxford Shirting in both light and dark colors. Regular 35c quality, cut to 21c Comforters Fine Cotton Filled Comforters with the art satene covering, without a doubt this is the greatest value in Comforters to be found. Regular \$5.00 cut to \$3.15 Wool Blankets \$9.00 pure wool White Blankets of exceptionally good quality with the pink or blue border, going at \$7.15 FLANNELETTE Regular 30c Flannelette in the plain white and also light stripes, cut to 21c Regular 35c Flannelette in dark colors and the white, extra wide, for 24c Kimona Cloth Velour Kimona Cloth, in the oriental and flowered designs, 32 inches wide and of good weight material. Regular 45c, for 29c Saxony Yarn In all colors, regular 40c for 31c Curtain Scrim This comes in both the cream and white with the fancy colored and hemstitched border. Regular 35c, for 22c Marquisette Net In cream and white, a beautiful quality with fine hemstitched border. Regular 60c value, cut to 41c CORSETS D. & A. Goddess and Gossard Corsets, none finer made, and all on sale. Broken sizes, values up to \$3.00, for \$95c \$3.50 Corsets, \$2.10 \$4.00 Corsets, \$2.95 \$5.00 lines, all \$3.95
Overalls Men's black and white stripe Overalls, a full range of sizes. These sold regularly for \$1.75 and \$2.00. Now going at \$1.29 CANVAS GLOVES Heavy twill Canvas Gloves with knit wrists. Regular 65c, cut to 45c Men's Black Cashmere Hose, regular 90c value. Farewell price, per pair \$55c Men's extra heavy Winter Hose, in grey and white. Regular 90c, now going at \$55c Dress Shirts Men's Dress Shirts, in all colors, either with the starched or soft cuff. Values up to \$1.50, for \$95c Values up to \$2.00 for \$1.35 Pullover Sweaters Men's Pullover Sweaters, fine all wool, ribbed, in navy and dark red. Regular \$5.00, for \$3.95 Regular \$6.50 for \$4.95 Horse Blankets Extra large Horse Blankets, with wool lining. Regular \$5.00, for \$3.50 Grey Wool Blnk's In both 6 lb. and 7 lb. These are splendid quality and All On Sale Manchurian Rugs Straw Fibre Oriental Rugs, size 3 ft. by 7 ft. 6 in. Regular \$3.00, for \$1.45 Straw Rugs Stencilled Grass Rugs with the colored borders. Size 9x9. Regular \$7.50, for \$4.45 Overalls All those heavy blue stripe and plain blue Overalls that sold for \$2.50, now cut to \$2.19 Lady Holeproof Hose In plain black only. These are the guaranteed hose and sold regularly for 60c. Now cut to 3 pair \$1.00 Towels Over 50 pairs of Towels in the linen, crash and small Turkish Towels that sold regular for 60c. Now 39c Apron, Gingham In both the light and dark gingham, some with colored borders. Regular 30c, for 21c Comforters Fine Cotton Filled Comforters with a good quality art satene covering. Regular \$7.00 for \$4.45 Children's Underwear On account of the large variety of Children's Underwear, it is impossible for us to quote prices, but it's On Sale Sheep Lined Coats Men's \$15.00 Sheep Lined Coats only a few of these in stock now. Priced \$9.25 Mitts and Gloves Our stock of Mitts and Gloves for both Fall and Winter wear is very complete, and all marked at less than Manufacturers' Prices	Men's Sweaters Men's heavy all wool Sweaters, with the shawl collars. Regular \$6.00. Cut to \$4.15 \$8.50 Sweater Coats of pure wool yarns. These come in the military or shawl collars, in a good assortment of colors. For \$6.85 Heavy All Wool Coats, regular \$9.50 values; in grey, brown and navy. Going at \$7.65 Regular \$11.00, extra heavy all wool Sweaters, in grey, brown and maroon. Cut to \$8.65 WORK PANTS These comprise heavy drills, ducks, cottonades and tweeds, at prices lower than the manufacturers'. \$4.00 Pants cut to \$2.95 \$5.00 Pants cut to \$3.45 \$5.50 Pants cut to \$3.95 \$6.50 Pants cut to \$4.95 MEN'S WORK SHIRTS Work Shirts made of sateens, twills, galateas, drills and all wool flannels. See the savings on these. Values up to \$1.50, 95c Values up to \$2.25, \$1.29 Values up to \$2.75, \$1.55 Values up to \$3.25, \$1.85 INFANTS' BOOTEES Of fine Lait wool. Reg. 40c, for 29c Children's Stockings Knockabout Stockings for the children, in black only. These are known for their hard-wearing qualities. Small sizes, reg. 50c, for 39c Large sizes, reg. 65c, for 49c TABLE LINEN Bleached Irish Table Linen of beautiful quality in flowered designs. Regular \$2.00, for \$1.15 Regular \$2.50, for \$1.45 Sateens In navy, black, dark red, pale blue, pink and grey. These sell regularly for 40c per yard. Farewell price 27c Galatea Imported "Steel Clad" English Galatea, in light and dark stripes, extra heavy weight. Regular 50c, for 38c VELVET In black, navy, dark red, brown and white. Regular \$1 and \$1.25, for 69c SPECIAL SALE OF CONGOLEUM RUGS Size 9x9, regular \$15.00, cut to \$9.95 Size 9x10, regular \$17.50, cut to \$11.95 Size 9x12, regular \$20.00, cut to \$13.65 Georgette Crepe Regular \$2.25 and \$2.50 qualities of fine Silk Georgette Crepe in all colors. Now going at \$1.59	

WE INVITE! a close comparison of these Prices with the Mail Order houses. WE'VE GOT 'EM ALL BEAT!

WEBSTER BROTHERS LTD. NOTICE!

From the fact that a number of lines quoted here are below the present wholesale prices, we reserve the right to sell A MERCHANT a limited supply. Signed WEBSTER BROTHERS

Bargains Galore All Over The Store

BUY YEAR'S SUPPLY NOW